

WLZR (AM), WROK (FM), WHKR (FM), WAOA (FM)
EEO PUBLIC FILE REPORT
October 1, 2020 – September 30, 2021

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Account Executive	3-4, 9-10, 12-17, 19-26, 28-31, 33-41	12
Account Executive	3-4, 9-10, 12-17, 19-26, 28-31, 33-48	17
Promotions Director / Morning On-Air Co-Host	10-16, 18-24	14

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Bethune-Cookman College Office of Career Service 640 Dr. Mary McLeod Bethune Blvd. Daytona Beach, Florida 32114 Davita Bonner 386-481-2143 Fax 386-481-2139 bonnerd@cookman.edu	N	0
2	CT School of Broadcasting 3450 Northlake Blvd., Ste 110 Palm beach Gardens, L 33403 561-847-4126 csbpalmbeach@gocsb.com	N	0
3	Employ Florida 1-866-FLA-2345 efmhelpmailbox@deo.myflorida.com ** Employ Florida links all of Florida's state and local workforce services and resources.	N	0
4	Florida Institute of Technology Job Development Coordinator 150 W. University Blvd. Melbourne, Florida 32901 321-674-8000 Dona Gaynor dgaynor@fit.edu	N	0
5	Full Sail University 3300 University Blvd. Winter Park, FL 32792 placement@fullsail.edu	N	0
6	Hispanic Chamber of Commerce 10051 McGregor Boulevard Suite 204 Fort Myers, Florida 33919 239-418-1441 info@hispanicchamberflorida.org	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	Mt. Hood Community College 26000 S.E. Stark St. Gresham, Oregon 97030 503-491-6422 JD.Kiggins@mhcc.edu	N	0
8	National Lesbian & Gay Journalist Assoc. 2120 L St, NW Suite 850 Washington, DC 20037 202-588-9888 info@nlgja.org	N	0
9	University Of Central Florida Career Resource Center Admin Bldg. Room 124 Orlando, Florida 32816 407-823-2361 csrecruit@ucf.edu	N	0
10	Station Websites (WAOA-FM / WHKR-FM / WROK-FM / WLZR-AM)	N	0
11	Employee Referral	N	3
12	Cumulus Careers Website www.cumulusmedia.jobs.net	N	5
13	Internal Posting	N	2
14	Allaccess.com	N	1
15	Glassdoor.com	N	0
16	Indeed.com (not directly contacted by SEU)	N	5
17	LinkedIn.com (not directly contacted by SEU)	N	1
18	Walk-In / Self-Referral	N	1
19	Adzuna.com	N	0
20	JobisJob.com	N	0
21	JobSpider.com	N	0
22	MyJobHelper.com	N	0
23	Oodle.com	N	0
24	Trovit.com	N	0
25	University of South Florida Handshake.com	N	0
26	Florida Agricultural & Mechanical University Handshake.com	N	0
27	Florida State University Handshake.com	N	0
28	Nova Southeastern University Handshake.com	N	0
29	University of South Florida Sarasota-Manatee Handshake.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
30	The University of Tampa Handshake.com	N	0
31	Rollins College Handshake.com	N	0
32	WAOA-FM / WHKR-FM / WROK-FM / WLZR-AM Station commercial broadcast	N	0
33	Sales Sense Lucy Rice lucy@itmakesalesense.com (posts to over 100 job boards via ZipRecruiter)	N	3
34	Alabama State University Handshake.com	N	0
35	Barry University Handshake.com	N	0
36	Florida International University Handshake.com	N	0
37	St Thomas University of Tampa Handshake.com	N	0
38	Troy University Handshake.com	N	0
39	University of Miami Handshake.com	N	0
40	University of West Florida Handshake.com	N	0
41	Mediarecruiter.com 303-400-5150 art@MediaRecruiter.com	N	0
42	United 4 U, Inc Christian Job Club St James Missionary Baptist Church United4u@gmail.com	N	0
43	CenterPointe Church of Palm Bay 321-704-2580 kdandrea@cfl.rr.com	N	0
44	Brevard Bay Job Link-Palm Bay 5275 Babcock St NE Palm Bay, FL 32905 321-394-0701 jlasser@careersourcebrevard.com rsantana@careersourcebrevard.com	N	0
45	Brevard Achievement Center Inc. 1845 Cogswell St Rockledge, FL 32955 321-632-8610 jnederhoed@bacbrevard.com	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
46	Space Coast Center For Independent Living 803 N Fiske Blvd Cocoa, FL 32922 321-784-9008 lifowler@bellsouth.net	N	0
47	Veterans Memorial Center 400 S Sykes Creek Pkwy Merritt Island, FL 32952 321-453-1776 forestbvc@bellsouth.net	N	0
48	CareerSource Brevard 295 Barnes Boulevard Rockledge, FL 32955 321-504-7600 jlasser@careersourcebrevard.com rsantana@brevardworkforce.com tthompson@brevardworkforce.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD			21

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Establish a mentoring program for station personnel.	From 04/15/21 through 05/26/21, the SEU's Operations Manager mentored a Promotions Assistant to assist her in obtaining the necessary skills and experience to apply for positions in the Programming department. The topics covered included: creative writing and imaging.
2	Participation in event or program sponsored by an community organization relating to career opportunities in broadcasting.	On January 19, 2021, Our WLZR & WROK Program Director represented our SEU in a virtual lunch meeting with the Eau Gallie Rotary Club. Topics covered included day-today operations of a Program Director, hosting a sports radio show, covering games in central Florida, and how this SEU representative got in the broadcasting industry. The one-hour conference included a question-and-answer session.
3	Participation in event or program sponsored by an educational institution relating to career opportunities in broadcasting.	On January 29, 2021, our WLZR & WROK Program Director represented our SEU in a video conference with students in Broadcasting & Journalism class # 230 at Western Illinois University. Topics covered included hosting an on-air radio show, how to interview guests, and how to create a broadcasting clock. The one-hour conference included a question-and-answer session.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 27, 2021, our SEU's Market Manager took part in a presentation by Brooks Scott entitled, <i>Conversations of Race & Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don't look, think, act, and problem solve like them.
5	Participation in event or program sponsored by an educational institution relating to career opportunities in broadcasting.	On August 7, 2021, our On-Air Personality participated in the James Madison Middle School "Back to School" event. At this event students had the opportunity to ask questions about employment in the Broadcasting Industry. Topics discussed included internship programs and part-time promotion assistant positions.
6	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 11, 2021, our SEU's Market Manager took part in a presentation by Brooks Scott entitled, <i>Managing Unconscious Bias</i> . The presentation was an interactive exploration of our unconscious biases, their impact on our work, and tactics for addressing them. He discussed building awareness and understanding of our unconscious biases, establishing a shared language and framework for discussing bias in a safe and constructive way, commitment to incremental individual changes that add up to significant collective changes in the organization.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
7	Participate in/media sponsor for job fair	On September 22, 2021, our SEU participated in and was a media sponsor for the Career Source Brevard Employ Florida job fair. Operations Manager and Program Director represented SEU at the event where they spoke with interested attendees about careers in broadcasting with an emphasis on open promotional and sales positions. Additionally, SEU aired public service announcements promoting the event from 09/15/21 through 09/22/21 on all four SEU stations.
8	Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	On September 28, 2021 SEU conducted a one-hour training session led by SEU's Program Director and Production Director. Topics covered included music scheduling, station imaging, best practices for production order workflow, and spot production. The training was open to all employees within the SEU.